Let’s come together to end child poverty, one nose at a time.
Thank You for Fundraising at School

Hello student, parent, or educator!

Welcome to your Red Nose Day 2017 School Fundraising Toolkit. We hope the next few pages will inspire you to fundraise and have fun while you’re at it.

Thanks to generous Americans like you, Red Nose Day has raised over $60 million in its first two years in the US. This money is already hard at work supporting projects that ensure children in need are safe, healthy, educated — and empowered for the future. Red Nose Day funds programs in all 50 states and Puerto Rico, as well as some of the poorest communities in Latin America, Asia and Africa. We really, really, really couldn’t do it without YOU.

However, there’s still work to be done and more kids out there who need our help, so we’re thrilled you’re getting involved in Red Nose Day 2017. Thank you again!

Given you’re at school, or know someone at school (this is the School Fundraising kit after all) we also wanted to let you know about the awesome Red Nose Day educational resources you can access. At RedNoseDayinSchool.org you’ll find unforgettable videos, lesson plans and discussion guides to help kids learn more about issues faced by children living in poverty — and what each of us can do make a difference. We hope that these resources will be a really great addition to the fun stuff you’re already doing.

We’re so excited to see what you’ll do this year. Let us know what you’re planning or if you have any questions, drop us an e-mail at USAfundraising@rednoseday.org.

Thank you for taking the lead and encouraging everyone you know to come together to end child poverty, one nose at a time.

Noses On!

The Red Nose Day team
Start Something Amazing Today

Pick Your Passion
Dive into these fabulous fundraising ideas or visit RedNoseDay.org for even more fantastic fun.

Get Your Nose On
It all starts with the nose on your face. Get yourself a Red Nose or two. Or three. They’re available exclusively at your local Walgreens. And, for all the noses in your life — visit Walgreens.com, and you can get as many as you need.

You’re doing something wonderful...Post it to the world. Take it to the next level and email your photos and videos to USAfundraising@RedNoseDay.org for a chance to be featured on social, our website or on TV.

Create Your Very Own Fundraising Page
Setting up your own fundraising page is simple. And it helps so much. We’ll walk you through the process.

Every Nose Counts — Each dollar you raise makes a huge difference in the life of a child. We’ll show you how your exemplary efforts keep children in need safe, healthy and educated.
Kick-Start Your Fundraising
Here are a few ideas to get you started.

**Bake Sale**
What’s delicious, easy as pie and takes the cake when it comes to doing a great fundraiser? Bake sales are the ultimate crowd-pleaser! Get into the theme and go crazy with red sprinkles and icing.

**Car Wash**
All it takes is a hose and a dream. Create your own car wash to raise some easy cash for Red Nose Day. Whatever you do, do not spray your friends. Don’t do it. Do not. Okay, maybe once. Or twice. But that’s it!

**Small Change**
Your small change can mean big changes for children in need. Check your pockets, couch cushions and everywhere else for spare change. Get your classmates involved, too. Put an empty jar in your classroom and challenge everyone (including your teacher) to fill it up. Make it school-wide! See which grade collects the most coins.

**Talent Show**
Dance, sing, tell jokes or do magic tricks! Raise the roof and raise some cash. Check if your school will hold a talent show to collect donations for Red Nose Day!

**Dress All In Red**
Ask everyone in your class (heck, why not your whole school?!) to dress in red from nose to toes for a day, and ask everyone to donate $1 to participate.

Visit RedNoseDay.org to read our legal Do’s and Don’ts to stay safe while fundraising.
Red Nose Day is a fundraising campaign run by the non-profit organization Comic Relief Inc., a registered U.S. 501(c)(3) public charity.

Of the money raised by the public through Red Nose Day, 50% is used to help children in America, and 50% goes toward transforming the lives of children in the poorest communities in Latin America, Asia and Africa.

You Can Make a Big Difference

Every Dollar Counts
Keeping children in need safe, healthy and educated.

$1 = 🍎
Can give one meal to a child living in a homeless shelter in America

$15 = 🦷
Medical supplies for three mobile clinic doctor’s visits

$30 = 💦
Provides one person access to clean water in a developing country

The Red Nose Day Fund benefits:
Show Us The Money

You Rock!
Thank you for getting your Nose On to help end child poverty. You’ve raised some incredible life-changing cash. Here is how to pay it in so we can put it to work for the children who need it the most.

Use your credit card at RedNoseDay.org or, if you’ve set up your own online fundraising page, just click to submit. Boom! It’s done.

We’d love to see your smiling face. Drop your cash donations off at your local Walgreens.

The Magnificent Mail-In Slip
Just fill it in, send us your money, and we’ll put it to work saving lives.

Make checks payable to The Red Nose Day Fund. Complete a separate form for each donor who would like a receipt for tax purposes.

Title __________ First Name __________________________ Last Name __________________________
Organization (if applicable) _____________________________________________________________
Job Title (if applicable) _______________________________________________________________
Address ____________________________________________________________________________
City ___________________ State __________ Zip Code _________________________________
Email ____________________________
# of checks ___________________________ Total Amount ___________________________

☐ Please send me updates about Red Nose Day
I fundraised ☐ at work ☐ at school ☐ other, please specify ________________________________

Red Nose Day is a fundraising campaign run by the non-profit organization Comic Relief Inc., a registered U.S. 501(c)(3) public charity. Read our privacy policy at RedNoseDay.org to see how we protect your information.
I’m Fundraising For Red Nose Day
Please sponsor me to help end child poverty, one nose at a time.

The incredible ______________________ is doing an amazing ______________________ for Red Nose Day.

$1  Can provide 11 meals for hungry children through Feeding America

$10 Can provide an essential immunization for a child

$50 Can provide 1 year’s tuition, supplies and text books for a child in a developing country

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<th>Full Name</th>
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Total Amount Raised

Go to RedNoseDay.org for further information.
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# How To Start Your Online Fundraising Page

Want to raise some more cash? Go to [RedNoseDay.org/Fundraise](https://rednoseday.org/fundraise) today.

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<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Go to <strong>RedNoseDay.org/Fundraise</strong> to set up a page in less than five minutes.</td>
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<td>2</td>
<td>Set a fundraising goal, and customize your page with your own story and a photo.</td>
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<td>3</td>
<td>You can easily connect to your favorite social media platforms, and invite your friends, family and co-workers to donate or join your team.</td>
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<td>4</td>
<td>Add a Red Nose Day twist by asking people to sponsor you to do something fun if you meet your goal.</td>
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<td>5</td>
<td>The money raised online will go directly to the <strong>Red Nose Day Fund</strong> — no need to mail in a check.</td>
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[RedNoseDay.org](https://rednoseday.org) • [#RedNoseDay](https://twitter.com/search?q=%23RedNoseDay&src=hash) [#NosesOn](https://twitter.com/search?q=%23NosesOn&src=hash)
Totally on the Nose

WHAT EVENT?

WHEN & WHERE?

Let’s come together to end child poverty, one nose at a time.
Let’s come together to end child poverty, one nose at a time.
Thank You

Tune in for a Special Celebration of Red Nose Day

THURSDAY MAY 25 • 8/7c